

# Bernd H Schmitt

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4851231/publications.pdf>

Version: 2024-02-01

34  
papers

4,617  
citations

279798

23  
h-index

414414

32  
g-index

35  
all docs

35  
docs citations

35  
times ranked

2673  
citing authors

#	ARTICLE	IF	CITATIONS
1	Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?. Journal of Marketing, 2009, 73, 52-68.	11.3	1,244
2	Foreign Branding and Its Effects on Product Perceptions and Attitudes. Journal of Marketing Research, 1994, 31, 263.	4.8	347
3	Transforming the Customer Experience Through New Technologies. Journal of Interactive Marketing, 2020, 51, 57-71.	6.2	341
4	The consumer psychology of brands. Journal of Consumer Psychology, 2012, 22, 7-17.	4.5	332
5	From experiential psychology to consumer experience. Journal of Consumer Psychology, 2015, 25, 166-171.	4.5	252
6	Eliza in the uncanny valley: anthropomorphizing consumer robots increases their perceived warmth but decreases liking. Marketing Letters, 2019, 30, 1-12.	2.9	235
7	Building strong brands in Asia: selecting the visual components of image to maximize brand strength. International Journal of Research in Marketing, 2003, 20, 297-313.	4.2	223
8	How does perceived firm innovativeness affect the consumer?. Journal of Business Research, 2011, 64, 816-822.	10.2	207
9	Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries. Journal of Marketing, 2020, 84, 24-46.	11.3	207
10	The concept of brand experience. Journal of Brand Management, 2009, 16, 417-419.	3.5	132
11	Brands on the brain: Do consumers use declarative information or experienced emotions to evaluate brands?. Journal of Consumer Psychology, 2012, 22, 75-85.	4.5	126
12	Consumer Experience and Experiential Marketing: A Critical Review. Review of Marketing Research, 2013, , 25-61.	0.2	115
13	Creating Local Brands in Multilingual International Markets. Journal of Marketing Research, 2001, 38, 313-325.	4.8	100
14	Extending brands with new product concepts: The role of category attribute congruity, brand affect, and brand breadth. Journal of Business Research, 1994, 31, 1-10.	10.2	94
15	Functional and experiential routes to persuasion: An analysis of advertising in emerging versus developed markets. International Journal of Research in Marketing, 2013, 30, 46-56.	4.2	86
16	Experiential product attributes and preferences for new products: The role of processing fluency. Journal of Business Research, 2014, 67, 2291-2298.	10.2	83
17	The current state and future of brand experience. Journal of Brand Management, 2014, 21, 727-733.	3.5	70
18	From Atoms to Bits and Back: A Research Curation on Digital Technology and Agenda for Future Research. Journal of Consumer Research, 2019, 46, 825-832.	5.1	62

#	ARTICLE	IF	CITATIONS
19	Memory for print ads: Understanding relations among brand name, copy, and picture. Journal of Consumer Psychology, 1993, 2, 55-81.	4.5	58
20	Speciesism: an obstacle to AI and robot adoption. Marketing Letters, 2020, 31, 3-6.	2.9	55
21	The consumer psychology of customerâ€“brand relationships: Extending the AA Relationship model. Journal of Consumer Psychology, 2013, 23, 249-252.	4.5	51
22	Consumer decisions with artificially intelligent voice assistants. Marketing Letters, 2020, 31, 335-347.	2.9	51
23	Contextual priming of visual information in advertisements. Psychology and Marketing, 1994, 11, 1-14.	8.2	45
24	Selecting the right brand name: An examination of tacit and explicit linguistic knowledge in name translations. Journal of Brand Management, 2012, 19, 655-665.	3.5	18
25	Marketing function and form: How functionalist and experiential architectures affect corporate brand personality. International Journal of Research in Marketing, 2013, 30, 201-210.	4.2	17
26	Experiential AR/VR: a consumer and service framework and research agenda. Journal of Service Management, 2023, 34, 34-55.	7.2	17
27	â€“Superficial out of profundityâ€™: The branding of customer experiences. Journal of Brand Management, 1997, 5, 92-98.	3.5	12
28	Experiences and happiness: The role of gender. Psychology and Marketing, 2022, 39, 1646-1659.	8.2	11
29	A â€œcrescendoâ€•model: designing food experiences for psychological well-being. European Journal of Marketing, 2021, 55, 2414-2438.	2.9	9
30	The â€œnew waveâ€•in studying Asian markets and consumers. Marketing Letters, 2015, 26, 261-264.	2.9	8
31	The Temporal Dimension of Social Episodes: Position Effect in Time Judgments of Unfilled Intervals. Journal of Applied Social Psychology, 1996, 26, 1816-1826.	2.0	3
32	An Experiential View of Food Design Thinking: Expanding Consumer Centricity for Food Well-Being. , 2021, , 211-225.		2
33	Ein ganzheitliches verhaltenswissenschaftliches Modell zur ErklÃ¤rung von Markenwirkungen. Springer Reference Wirtschaft, 2018, , 1-11.	0.1	0
34	Ein ganzheitliches verhaltenswissenschaftliches Modell zur ErklÃ¤rung von Markenwirkungen. Springer Reference Wirtschaft, 2019, , 141-151.	0.1	0